

Great Bardfield Primary School



Photography and Video Policy

Approved by: Elizabeth Crow (Headteacher)

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Next review due by: September 2026

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Photography and Video Policy

This policy details the rules governing photography and recording videos at the school, the distribution of these photos and videos, and their publication on the internet. It covers the rules for staff, governors and parents, and is founded on four main principles:

Safeguarding

The overriding priority of Great Bardfield Primary School is to ensure that photography and videoing does not lead, either directly or indirectly, to anything that may potentially endanger the safety of pupils.

Privacy

We believe that every child and parent is entitled to their own privacy, and can therefore choose not to feature in photographs or videos recorded at the school.

Projecting the right image

Photographs taken at school should not cause embarrassment to the children, the school, the staff or the parents.

Sharing children's achievements

It is natural for every parent to want to share their child's activities and achievements at school with their friends and family. This school is keen to allow this as much as possible, while keeping this in balance with the key principle:

Photographs or videos of other people's children must not be shared electronically, as a hard copy or on any social media site without the express permission of that child's parent.

Consent

When a child joins the school, their parent or guardian is asked for consent for the child to appear in photos on the school website, in school literature and in the local press (e.g. The Bardfield Times, The Parish Council Annual Report, The Dunmow Broadcast, etc.). We may also on occasion take videos of pupils for other educational reasons. The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect the right to refuse consent. Parents may withdraw consent at any time, or grant consent if they had previously declined.

School Website

The school endeavours to publish on the school website a selection of photos and videos of school events and general school life. Any material published to the website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent or guardian has not given consent.
2. It must not offer any means of identifying a child by name.
3. It must not in any way embarrass the school or the children/staff involved.

Photos and video intended for the school website should be taken either by a member of staff, or another person (typically a governor or parent) who has been authorised by the headteacher. These photos and videos must be approved by the headteacher prior to publication on the website; the mechanism for doing this should be agreed by the headteacher and the photographer.

Rules for Parents, Guardians and Governors

Parents and guardians attending celebrations and performances are permitted to take photographs of their children only at a time specified by the Headteacher, usually at the end of a performance.

The taking of photographs and recording of video during an event, is only to occur at **designated** school events such as Sports Day. However, parents and carers must follow the conditions described in this policy. **Parents will be informed prior to the event if photographing and videoing will be permitted.** If photographs and/ or videos of other people's children are taken they must not be shared electronically or on any social media site without the express permission of another child's parents.

At these events, photos may only be taken at the location of the event. For most of these, this is the school hall. For sports day, it includes the playground and field. It is not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorised by the headteacher.

Photos featuring only your own children

There is one exception to the internet publication rule. If the photo or video includes **only** your own child, you may share it on the internet however you like. For this exception to apply, **there must be no other children in shot**, however briefly or clearly they can be seen. The reason for this exception is that the school recognises that how you use photos of your own children is a decision purely for you.

Withdrawal of permission

Failure to adhere to these conditions may, at the discretion of the headteacher, lead to a withdrawal of permission to use a camera or video device at future events.

Rules for Staff

- Staff may take photos and video anywhere within the school for the purposes indicated on the parental consent form using a school camera.
- Staff must not use their own mobile device to take photographs of children or to video children.
- These may be published to the school website if they conform to the safeguarding rules described above.
- They may not be published on any other internet or social media site, except those that are used by the school website (example: videos on the school website are currently hosted on vimeo.com).
- Subject to approval of the headteacher, photos and videos may be stored on secure, password-protected internet services for archival or transfer purposes.
- They may be stored on password-protected staff laptops. They should be deleted once they are no longer needed, or when the featured children have left the school.
- They may be shared with other members of staff by email to support teaching work. They may not be shared with staff friends and family.
- Members of staff who are also parents or guardians of children at the school are permitted to take photographs at school events under the terms described in “rules for parents, guardians and governors”
- On occasion, children may be videoed by a staff member in order to illustrate an observation or concern about the child. This will only be shared with other relevant members of staff and the child’s parent/carer if deemed relevant. We may also wish to share this with other relevant professionals but permission will be sought from the parent before doing this.

Outside designated events

It is not permitted to use a camera on school premises **at any time** outside these designated events unless explicitly authorised by the headteacher.

Distribution and publication of photos and videos

Images taken at these events are for your own personal use only. They may be shared by email with friends and family, and can be published on **social media** sites only if the images are solely of your child. This includes Facebook, Twitter, YouTube, Pinterest and all other social media services.

The reason for this restriction is that it is not possible for individual parents to ensure that all four of the safeguarding rules described above are adhered to at both the time of publication, and later should an image contain your child and other children.

Sharing photos and videos on the school website

As described above, the school endeavours to publish a selection of photos and videos from events on the school website. You may share links to these pages on social media services, because any images appearing on the school website will have been checked to ensure they conform with all the safeguarding rules. These links will cease to work once the photos have been removed from the school site.

You may download the photos from the school website for your own personal use, but you may not republish them anywhere on the internet as they may contain images of other children.

External Photographers

Terms for external photographers, such as local newspaper photographers, must be agreed in advance with the headteacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.